

CHEAD

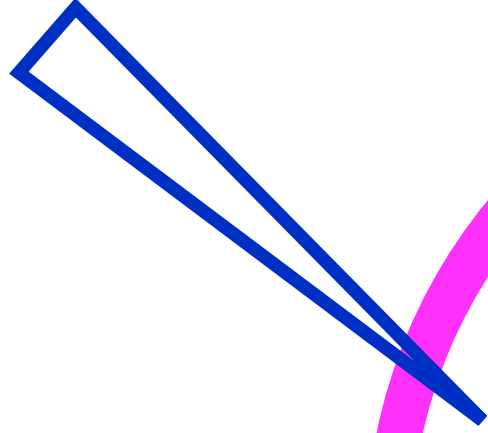
The Council for
Higher Education in Art & Design
Arts, design, creative media
and related disciplines

CHEAD

2026 – 2030

Strategic Plan

Mission Statement



To advance the development of all arts disciplines in higher education and beyond, advocating for arts standing and stature, value, impact and engagement in the wider world

Strategic Plan
26 –27 Update

The Five Pillars of the Plan

EDI

RIKE

Creative Education

Creative Leadership

Advocacy

Values

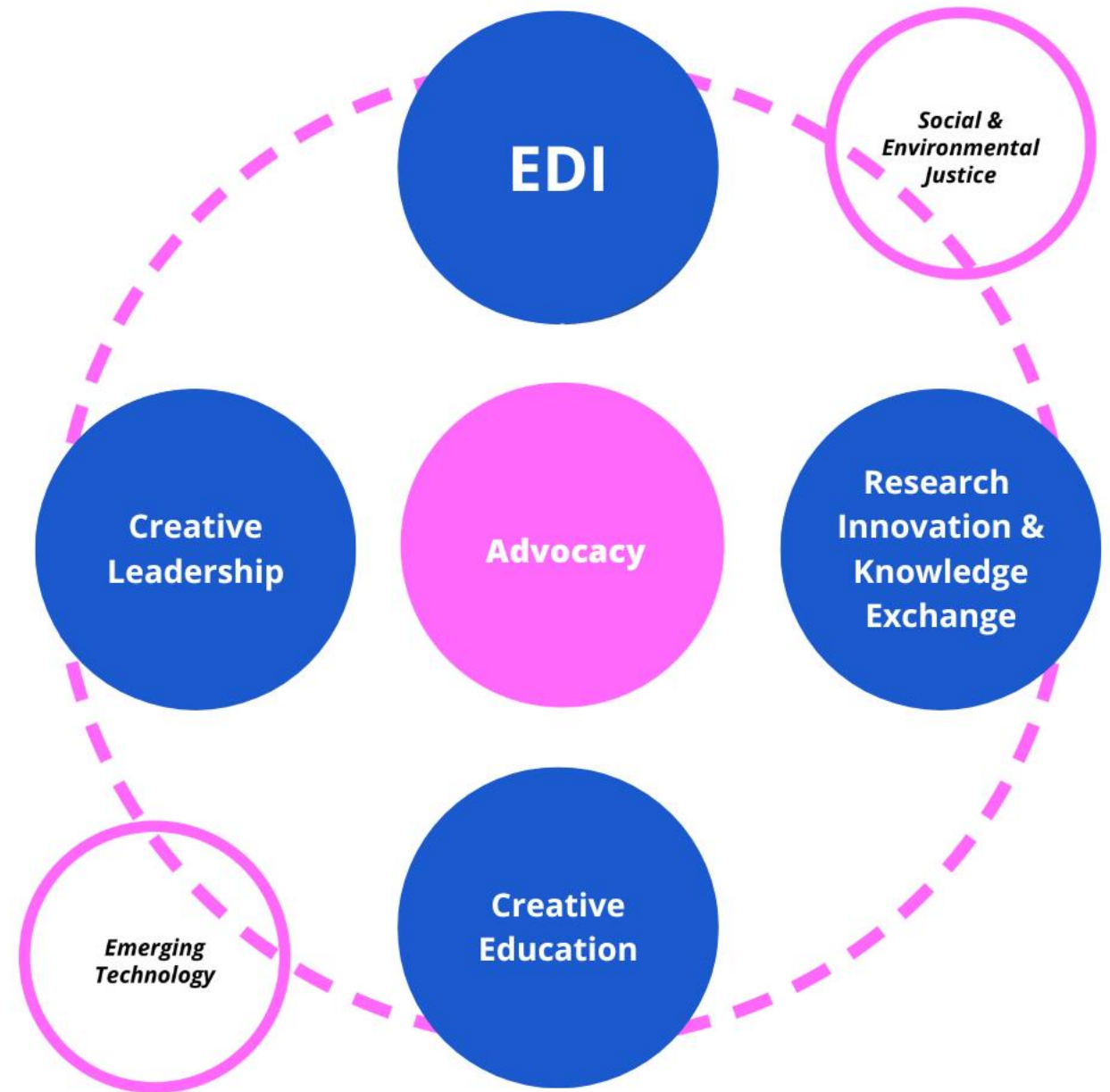
Community, Collaboration,
Connecting and Championing.

Our EDI statements

Distinction, Trust, and Activism.
Justice, Equity, Inclusion and
Belonging.

Drivers

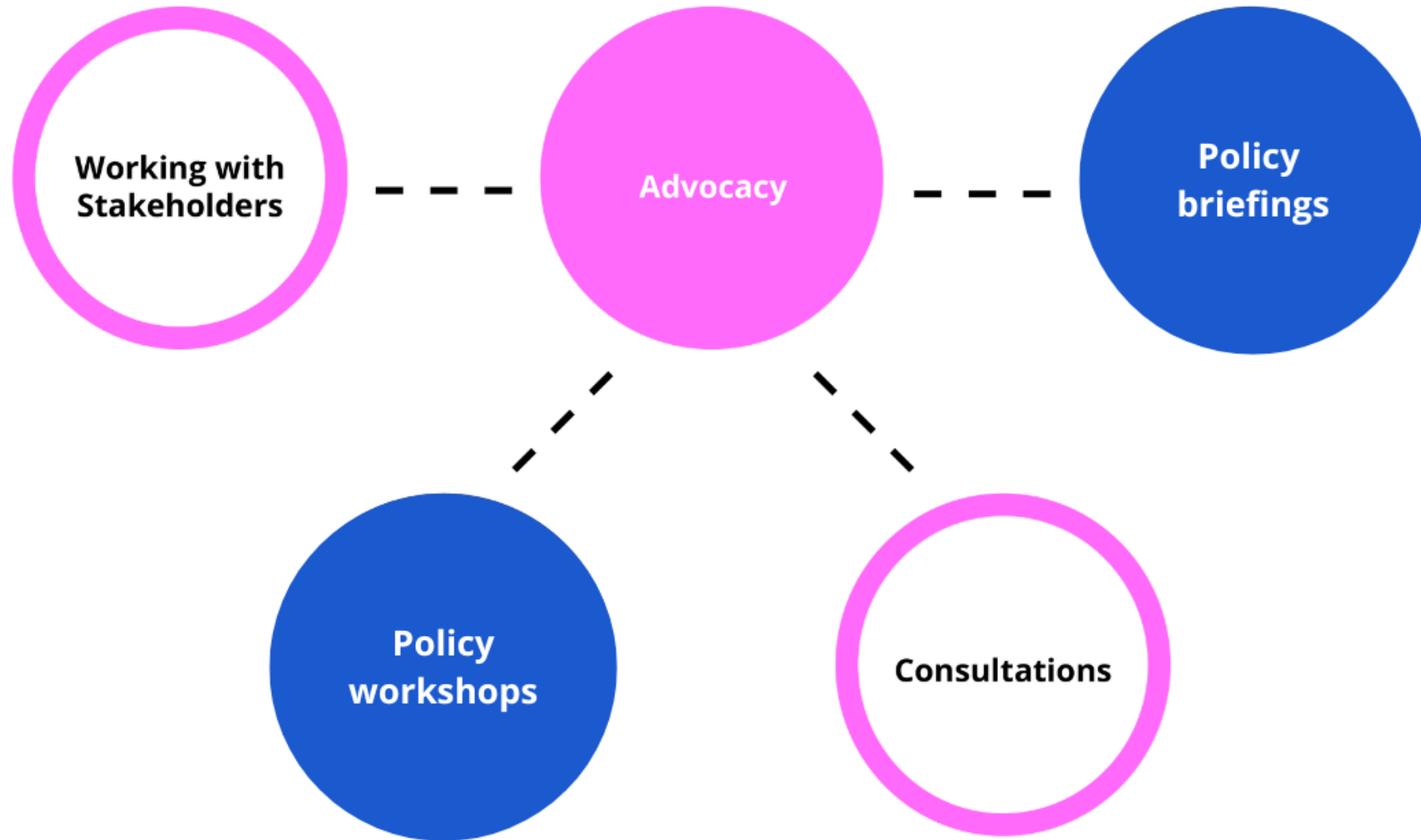
Members, students, industry, people
and planet, emerging technology, and
creative disciplinary perspectives.





Advocacy

Advocacy



Advocacy

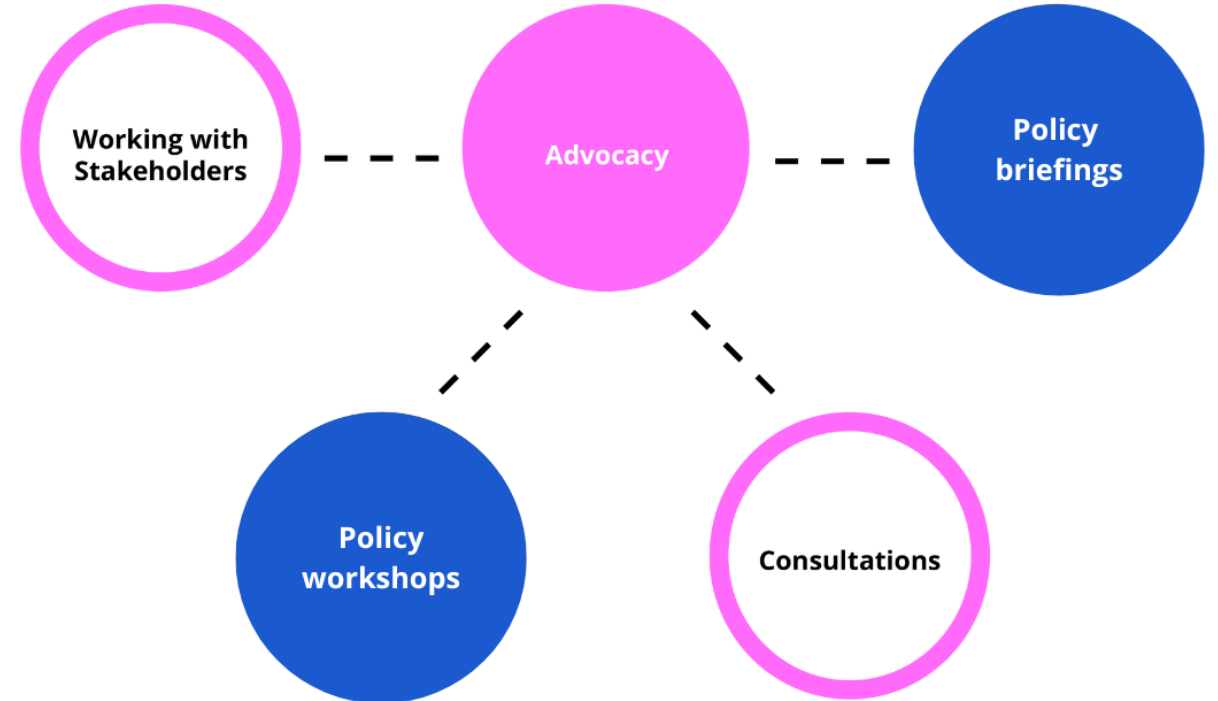
Delivery: Director of Policy and External Relations, Board of Trustees Special Interest Group, and Stakeholders.

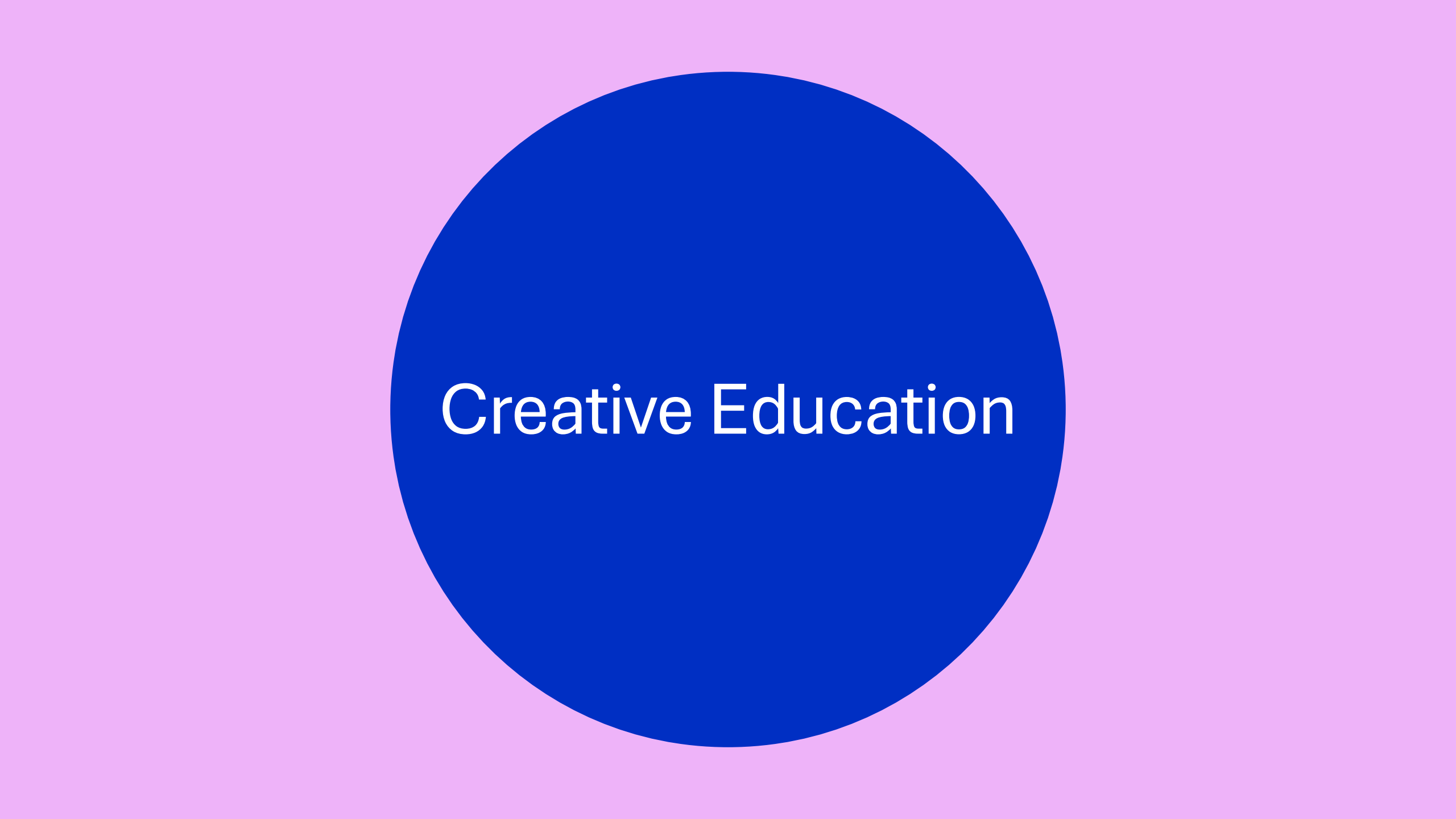
Anticipate, inform, influence and initiate wider policy at regional, national and international level through established relationships with government, partners and other sector bodies championing art and design education.

Connecting policy insight and sector intelligence for members, and advocating for the value and agency of art, design, and related disciplines in higher education and our role in enhancing cultural, economic, environmental and societal justice and impact.

Influence Policy Stakeholders, Industry and All-Party Parliamentary Groups. Move CHEAD from policy takers to policy makers. Our model – Engage, Inform, Influence.

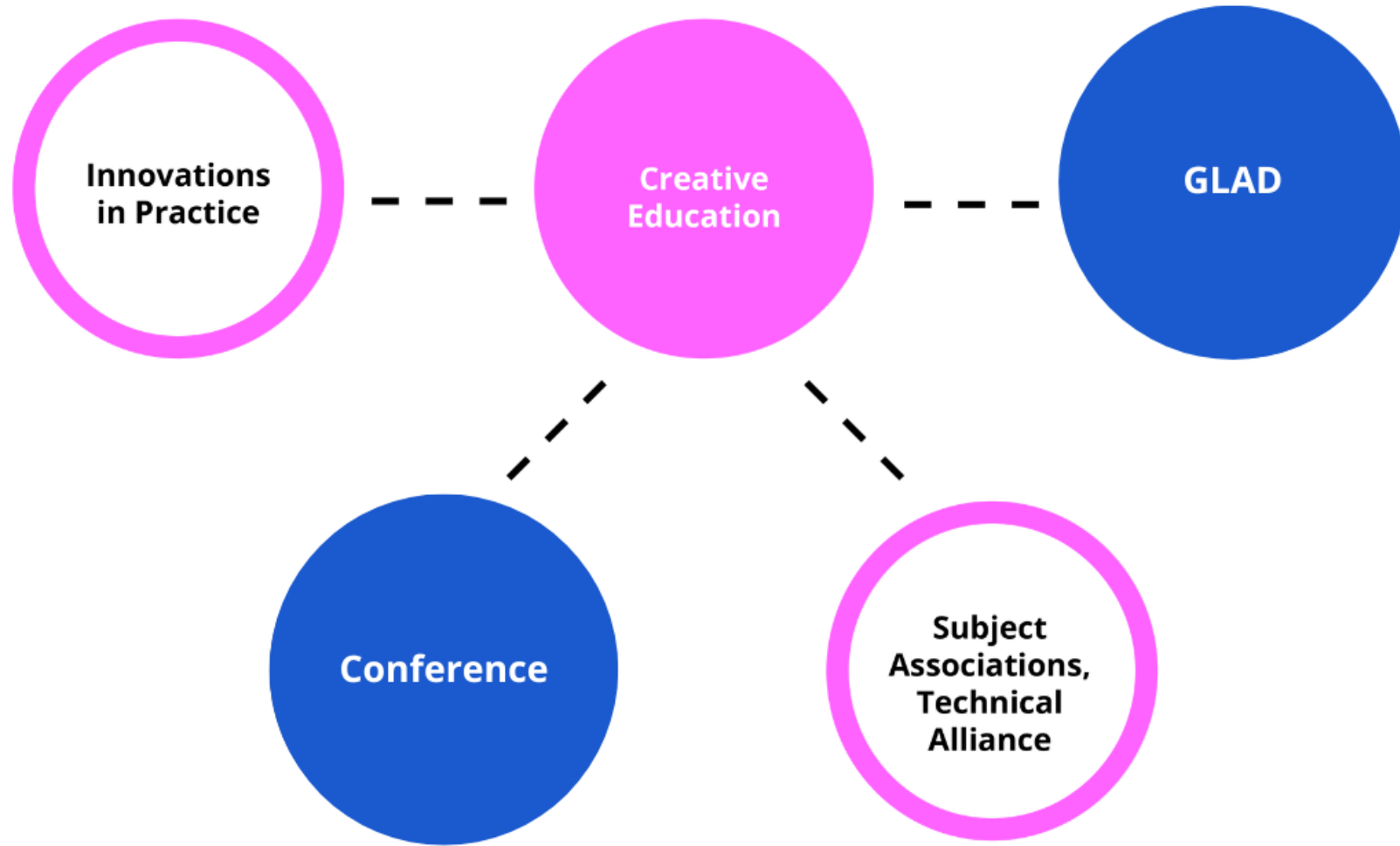
Key partners and activities; Westminster Index, Party Conferences, Creative UK, Design Council.





Creative Education

Creative Education



Creative Education

Strategic alliance with GLAD Regional Project, Subject Associations Mission and Manifesto, Technical Alliance and CHEAD X. Annual Conference, Innovations in Practice, Creative Education Manifesto #2.

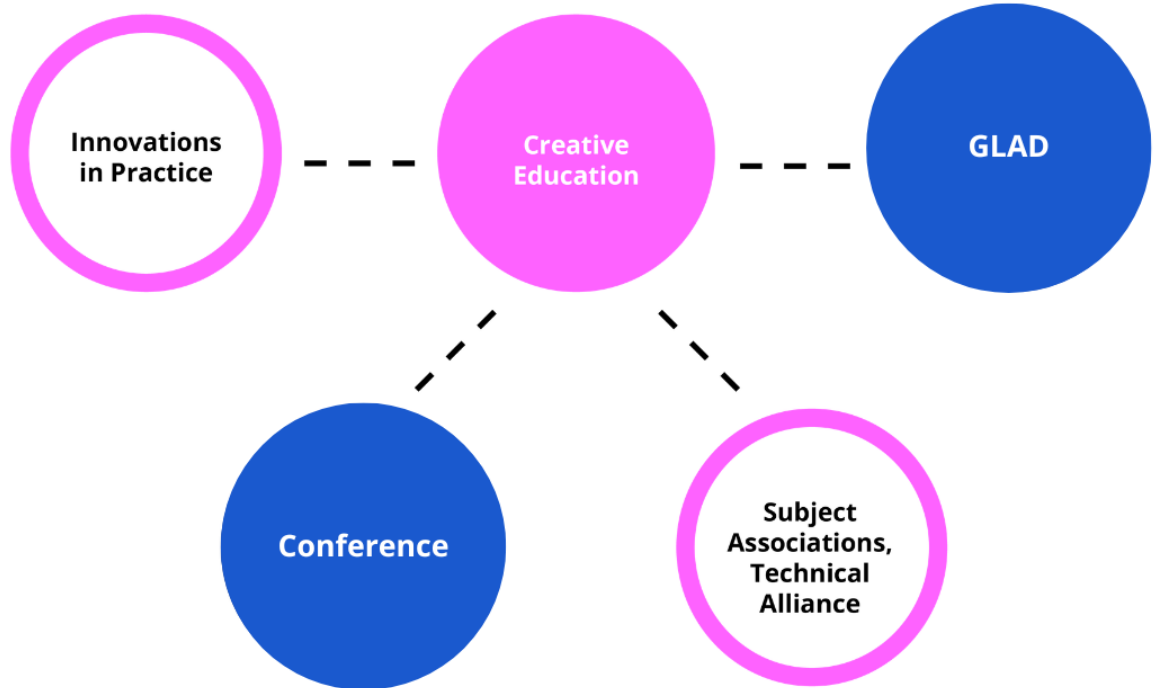
Support, inform, influence and enhance the quality and profile of art, design, creative media and all arts disciplines in higher education, including through a strengthened industry and pipeline focus.

Continuously enhance and expand art and design and related interdisciplinary curricula, practice, provision and pedagogies with a focus on inclusion, creative, disruptive innovative practice, sustainability, social good and excellence.

By 2030 Embed Skills for Planet Blueprint and Freelance Education Framework.

2026 Curriculum and Assessment Reform, QAA Subject Benchmark Statements, Design for Planet, Green Skills Blueprint, Innovations in Practice, FE Think Tank.

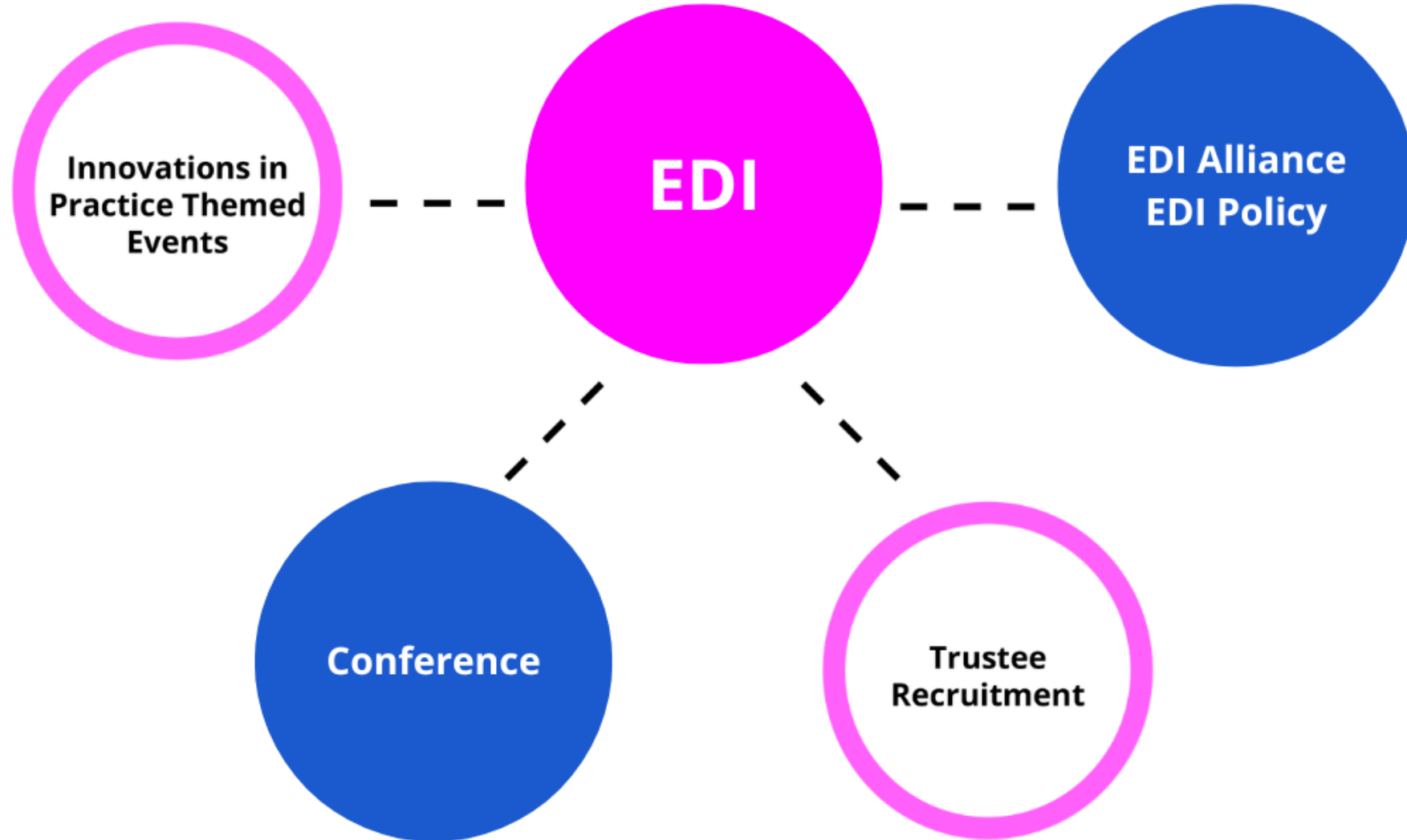
2027 Conference Theme including Community as Studio, FE and Alternative Providers Panel, Keynote on Archetypes for HE.





Equity, Diversity
& Inclusivity

Equity, Diversity & Inclusivity



Equity, Diversity & Inclusivity

EDI Alliance, Trustee Lead, Working Group, Partnership with FACE (and others).

Foreground and integrate justice, equity, inclusion and belonging as key drivers for deep and constructive change through all our connecting organisational policies, practices and programmes

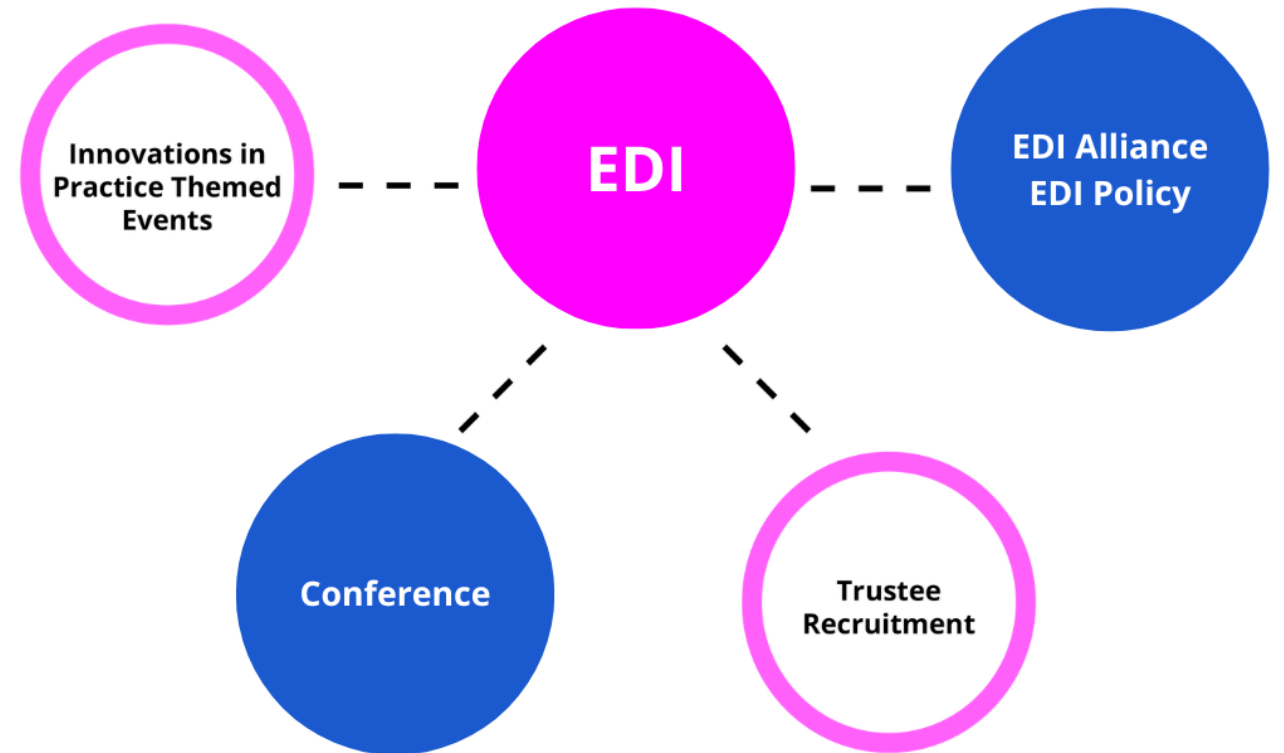
Improve belonging, accessibility, recruitment, representation, allyship, engagement and inclusion at all levels including students.

2025 - 2030 Embed EDI Statements, Inclusivity Statement, Equitable Narratives.

Advocate for the power of art & design to transform humanity for the better and commit to challenging all narratives that work against this.

2026/27 EDI Roadmap – Governance, Recruitment, Accessibility.

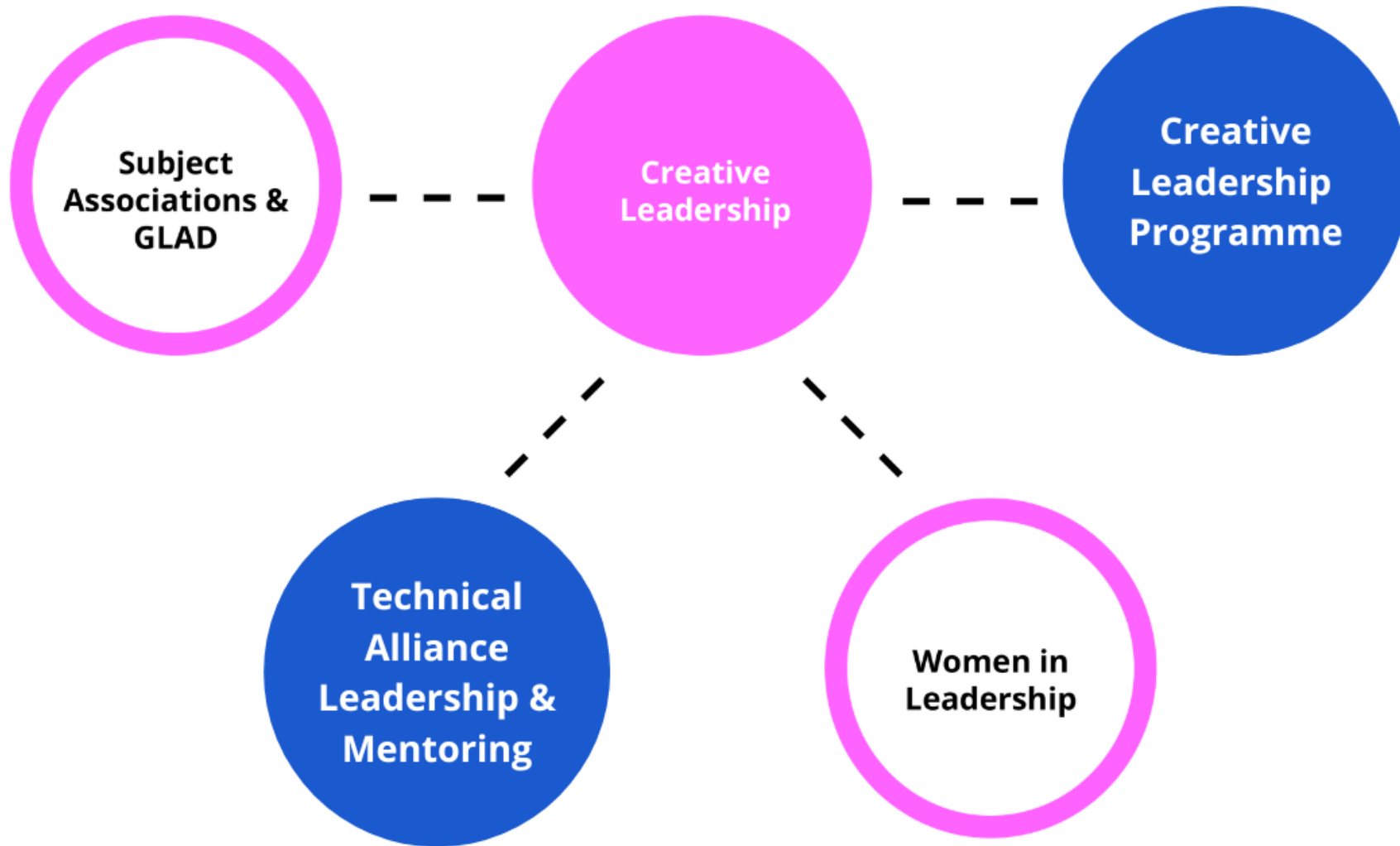
Creative Leadership Programme – Legacy to diversify and transform the profile of who leads the sector.





Creative Leadership

Creative Leadership



Creative Leadership

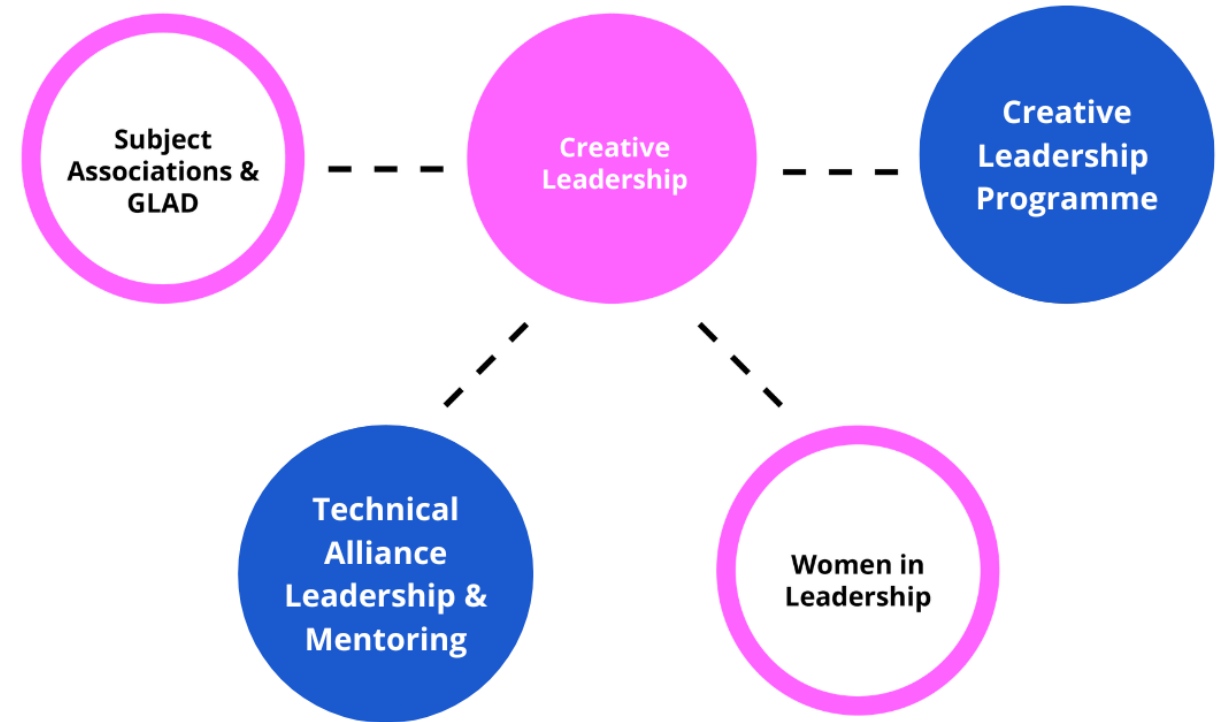
Board of Trustees and Directors, Technical Leadership and CHEAD X and Creative Leadership Development Programme

Foster a culture of inclusive, resilient, and progressive creative leadership and staff development.

Continue to strengthen our sector leadership and governance practices through transparency and openness in all areas of our work, operating to the highest ethical standards, demonstrating impact, and seeking continuous improvement.

2025 -2030 New Creative Leadership Development Programme, Women in Leadership, Technical Alliance Leadership Programme and CHEAD X, Research Leadership, Subject Associations Alliance - Board and Working Groups all informed by creative perspectives, philosophies and lived experiences of the creative community.

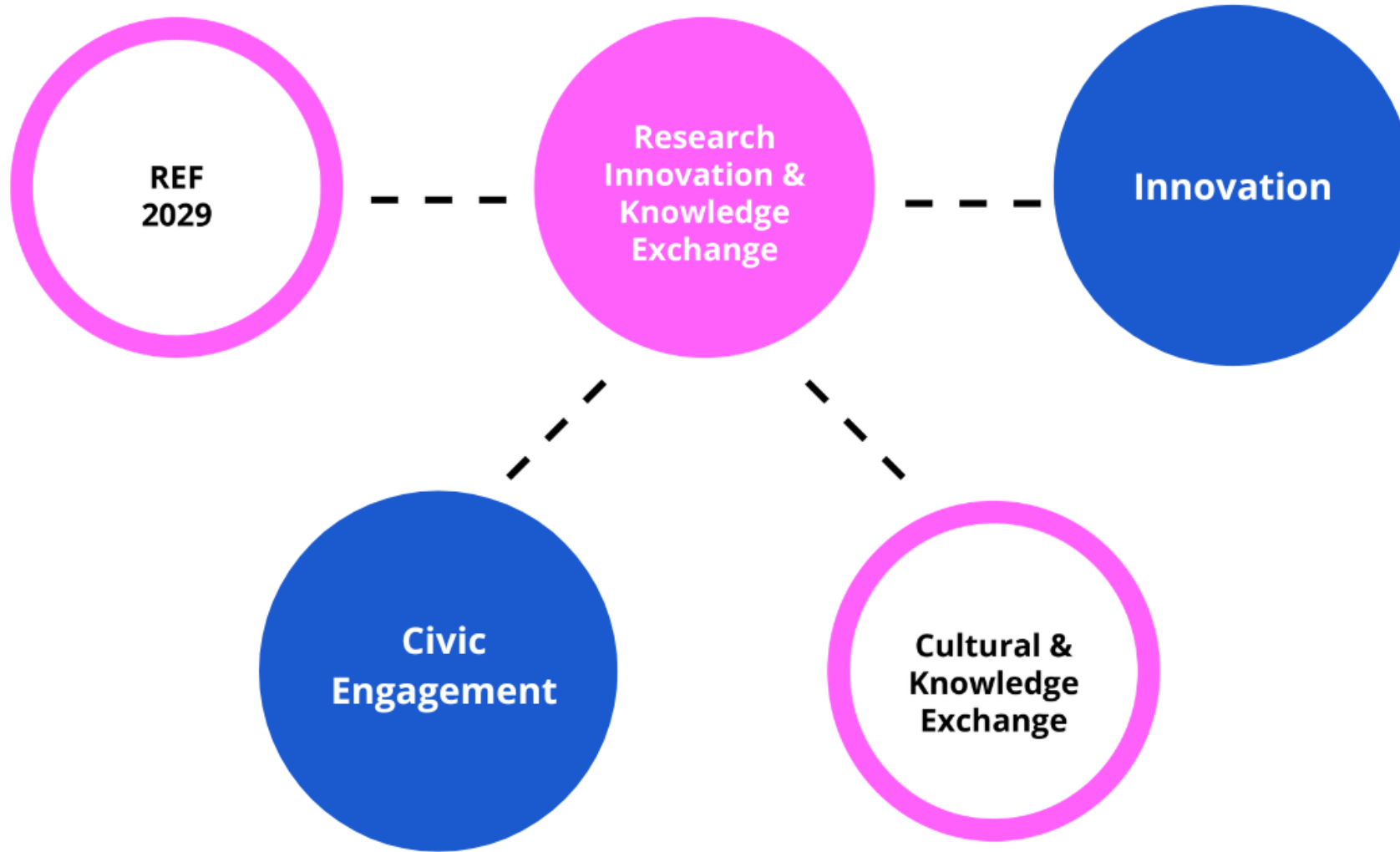
Lead on producing sector level reports and demonstrating impact.





Research Innovation
& Knowledge
Exchange

Research Innovation & Knowledge Exchange



Research Innovation & Knowledge Exchange

Co-opted Trustee, Co-Chairs, Research, Innovation and Knowledge Exchange Alliance, REF and IKE Forums.

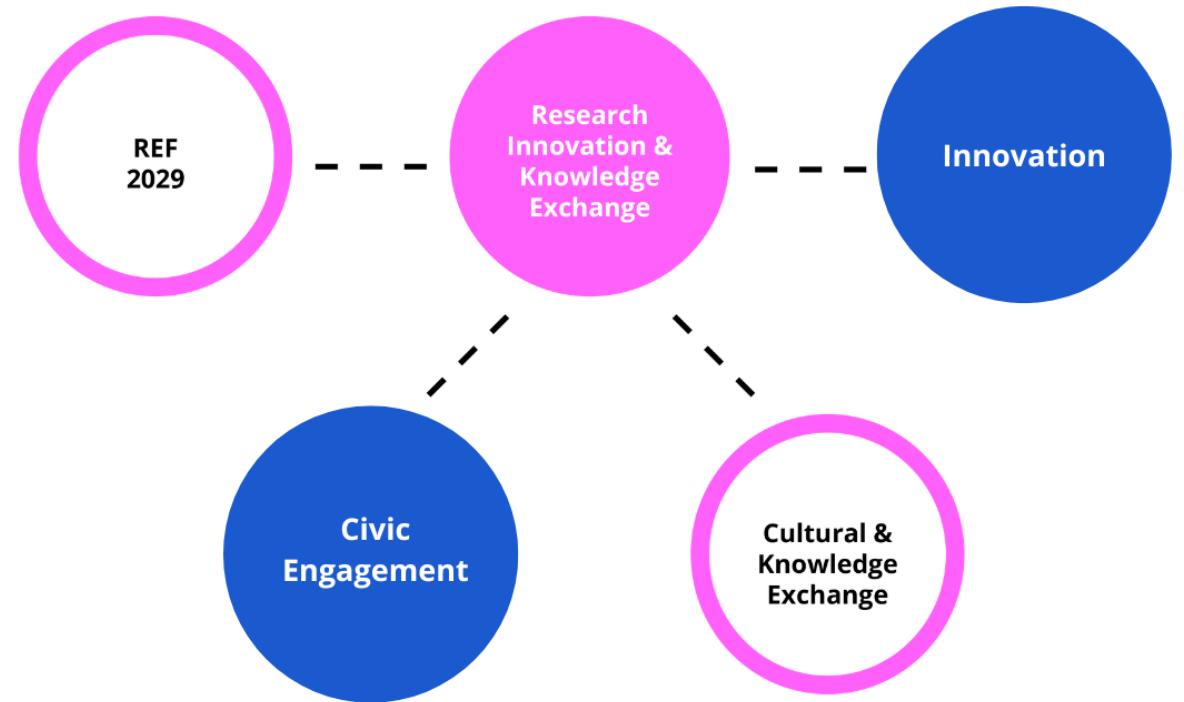
Championing the visibility, status and impact of art and design research, practice-based methodologies, innovation, civic and cultural engagement, and knowledge exchange and innovation of all kinds on a regional, national and international level.

Catalyse and build strategies, capacity and capabilities towards future REF and KEF cycles, and other frameworks.

2025-2030 Enhanced Cultural and KE plan, UoA REF forum, international and interdisciplinary collaborations.

2026 – 27 Launch IKE Forum and Programme

2028 iJade Special Edition



Impact

Demonstrating impact in Member Reports, at AGM, Charity Commission Report and through enhanced PR and Advocacy.

Address UUK priority areas – Skills, Innovation, Growth. Deliver on Creative Industries Sector Plan.
Increased engagement at VC level.

Advocating for the sector: Working with government, industries, and other organisations to raise awareness and strategic support for creative education.
PR campaign on LinkedIn.

Highlighting the impact of creative arts education: Recognising the positive impact of creative higher education on the economy, society, the planet and individuals.
2027 Creative Education Manifesto #2

2026 DBA and CHEAD Shared Vision Report
2026 Freelance Education Framework